

Source of Income Ad Hoc Advisory Committee

WORK PLAN

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Education and Communication

Task	Desired Outcome	Status
2.a.(1). Expand existing and create new partnerships to increase property owner knowledge and awareness of HCV and other rental subsidy programs.	<ul style="list-style-type: none"> Help expand existing education and communication efforts to increase landlord participation in HCV and other rental subsidy programs. 	Greater Charlotte Apartment Association (Realtors Assoc.), Nat'l Assoc. of Rental Property Managers (NARPM), et. al.
2.a.(2). Determine if targeted landlord outreach is needed (i.e. landlords in specific areas, rent ranges, etc.) and if so, identify those areas.	<ul style="list-style-type: none"> <i>Same as above</i> 	In Process – Will be informed by data provided by INLIVIAN re: absorption in key census tracts.
2.b.(1). Develop proposed communication outreach plan.	<ul style="list-style-type: none"> Help remove the stigma faced by voucher holders. 	To be determined.
2.b.(2) Identify communications budget and develop recommendations for implementation.	<ul style="list-style-type: none"> <i>Same as above</i> 	Working w/City's Housing Dept. to determine if CARES Act funds can be utilized.

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